

# Ford Introduces Entirely New Line in 1955 Autos—Fairlane

Ford introduced an entirely new line — the high-styled Fairlane series—as the leader of its four lines of 1955 passenger cars now showing in 6400 dealers' showrooms across the nation.

Modern styling inspired by Ford's new Thunderbird personal car distinguishes the new Fords. Retaining definite characteristics which have won Ford style leadership, the 1955 Fords also have a wrap-around windshield and a new, lower silhouette. The Crown Victoria—a new model—is the first Ford sedan under five feet in over-all height.

**BYRON HARRY** . . . used car manager of Oscar Maples Ford.



**HARRY KNUTZEN** . . . truck manager of Oscar Maples Ford.



**"FRENCH" FRYOB** . . . Service manager of Oscar Maples Ford.

Ford, which offered the first V-8 engine in the low price field in 1932 and has built 14 million V-8s since, introduces for the first time three new engines:

A high compression Y-block V-8 engine of 272 cubic inch displacement and an 8.5 to 1 compression ratio.

A powerful Y-block V-8 engine of 272 cubic inch displacement and a 7.8 to 1 compression ratio.

An improved 6 cylinder I-block engine of 223 cubic inch displacement and a 7.5 to 1 compression ratio.

Dual exhausts, which provide extra power, are standard on all Fairlane V-8 and station wagon models.

Ford's new high compression engine available only with Fordomatic transmission in the Fairlane series, has a four-barrel carburetor with automatic choke and special intake manifold; special vacuum controlled distributor; high compression cylinder heads and a high capacity radiator.

Ford's popular V-8 and 6 cylinder engines are available with any of the 16 Ford models for 1955.

horsepower, torque, transmission and rear axle ratio which also gives greater gasoline economy."

**Named For Home**  
The new Ford Fairlane series, named after the home of the late Henry Ford, includes a completely new styling idea—the Crown Victoria model. This car has an arch of chrome over the top like a tiara. It also is available with a transparent plastic roof over the driver's compartment.

Like all 1955 Fords, the Fairlane models have a new concave grill composed of a sturdy chrome-plated grid. Fairlane cars are immediately recognized by a chrome trimline which starts on top of each front fender at the headlamps and follows the curvature of the fender downward—then sweeps along the side to the tail lights. Hooded headlamps give the high front fenders a forward thrust look while rear fenders form a reverse angle above larger tail lamps. All the new Fords have a flatter hood and a longer rear deck.

**New Upholstery**  
New upholstery fabrics, many developed especially for the 1955 Fords, are available in a broad selection of colors and patterns. Thirty-five textile mills were contacted in the development of special woven plastics, decorator fabrics and vinyls created exclusively for the new Fords. They are matched with 13 exterior colors in single tones and also in a variety of new and unusual two-tone treatments on the Fairlane series.

In addition to the two Crown Victorias, the Fairlane series includes the Sunliner convertible, the Victoria, the four-door Town Sedan, and the two-door Club Sedan.

Ford, which produces 47 per cent of all station wagons sold, has expanded its station wagon series for 1955 to include five models with all steel bodies—one more than in 1954. They include the eight-passenger Country Squire, with side moldings of wood grained glass fibre; an eight-passenger Country Sedan; a six-passenger Country Sedan a



**CHARLES SCHULTZ, JR.** . . . Insurance manager of Oscar Maples Ford.

Custom Ranch Wagon, and a Ranch Wagon.

This year Ford's Customline series includes Fordor and Tudor Sedans. The chrome molding along the sides of the Customline models, provides clean, classic lines and serves as a "bumper" to protect the finish when a car door opens in the next parking space.

Ford's lowest priced series includes three models: the new Tudor Business Sedan, the Tudor Sedan and the Fordor Sedan.

**New Features**  
Improved Fordomatic transmission which gives the driver a choice of much faster get-away from stoplights, when desired, without manual shifting. By pressing the accelerator to the floor the driver gets an automatic low-gear start which puts him 40 feet ahead of last year's model when he reaches 35 mph. Overdrive and regular transmissions also are optional on the new Fords.

A new integrated air conditioning and heating system competitively priced will be introduced by Ford early in 1955. The Ford unit will combine a fresh air heater with air conditioner and will be of the "front-end" type with all components forward of the passenger compartment. Controls will be placed in the regular heater control dial on the instrument panel. The unit will be adaptable to station wagons and convertibles.

**More Brakes**  
Larger brakes on all models with 25 per cent more braking surface on station wagons, provide greater stopping ability and 50 per cent longer life.

"Turbo-action" 18 mm spark plugs, another Ford First, burn off carbon deposits because of their larger diameter and great-



**FELIX CARPENTER** . . . parts manager of Oscar Maples Ford.

er heat range. This keeps spark plugs clean up to three times longer than conventional plugs and greatly reduces fouling at low speeds.

New this year is an illuminated Fordomatic drive selector mounted in the instrument panel and easily visible to the driver. The speedometer mounted above the panel, has a transparent hood for daylight illumination. The instrument panel has round dials for heat and temperature controls, radio and clock.

**Low Silhouette**  
Ford's new, lower silhouette is the result of a redesigned frame which has made possible a reduction in overall height of all models. For example, the Crown Victoria models have an overall height of only 53.2 inches. Sedans are reduced 1.3 inches under the 1954 models without loss of headroom.

A greatly improved "ride" and easier handling result from an entirely new chassis, new shock absorber valving, spring improvements and new "angle poised" ball-joint suspension which Ford introduced last year. The ball-joint front suspension has been further improved by tilting the horizontal axis of the suspension 3 degrees so the wheels roll over the bumps more easily and road shock is lessened.

New tubeless tires, first introduced in the low-priced field by Ford in 1954, are again standard equipment and offer greater safety because they retain air longer after a puncture.

Four driving assists—power brakes, power steering, four power windows and four-way power seats which, along with the conventional seat, can be moved two inches further back to provide additional leg room.



**LOLITA PACKARD** . . . office manager of Oscar Maples Ford.



**VEL MIVICH** . . . New car manager of Oscar Maples Ford.



**RUDY REIDLE** . . . Body shop manager of Oscar Maples Ford.

## Ford's Curiosity Started Fabulous Automobile Firm

Henry Ford's curiosity about all things mechanical, particularly the gasoline engine, literally pushed him into the leader in putting America on wheels.

Many other Detroiters were interested or active in making horseless carriages, but Henry Ford's idea of placing the automobile within the financial reach of the masses was original and actually started a worldwide industrial revolution.

Before his death in 1947, he had built an industrial empire which had manufactured more than one-million farm tractors.

**Nation-Wide Enterprise**  
After its start on June 16, 1903, the Ford Motor Company mushroomed into a nation-wide enterprise with 38 international affiliates. Detroit grew with the new industry from a city of 300,000 population into a metropolitan center of 2,500,000.

Suburban Dearborn was Henry Ford's birthplace. On July 30, 1863, at the age of 18, he took a job as a machine shop apprentice and worked at night to make extra money as a watch repairer.

Later while chief engineer for the Edison Illuminating company in the early 1890's, Mr. Ford made several internal combustion engines. About this time, he completed his first successful gasoline-driven buggy at his Bagley avenue shop.

**Two More Cars**  
Within three years, he made two more cars and in 1899, he quit his job with the power company, which later became the Cadillac Automobile company. By that time, he was a well-known figure.

After making 20 cars, Mr. Ford resigned after a disagreement with associates over his insistence on building vehicles cheap enough for the average family. His convictions grew with his reputation as an auto maker and as a builder and driver of racing cars. In November, 1902, he began organizing the Ford Motor company, and seven months later, filed articles of incorporation.

John and Horace Dodge accepted stock in exchange for tooling their little machine shop to make Ford engines. For another block of stock, Albert Strelow, a carpenter, turned his shop into an assembly plant.

**Invests \$7,000**  
The enterprise attracted \$7,000 from Alexander Malcolmson, a coal dealer; Charles J. Woodall and James Couzens, employees of Malcolmson, and John F. Gray,

a candy maker, added small cash investments.

Ford's attorney, John W. Anderson and Horace H. Rackham, invested \$5,000, making the group an even dozen stockholders and turning the actual cash outlay to \$28,000 on the \$100,000 capitalization.

Gray was named president. Mr. Ford was vice president with a holding of 25 1/2 per cent of the original stock. In 1906, Mr. Ford had acquired 51 per cent of the stock and the presidency. Later, he bought an additional seven per cent.

**Sports Car Lovers in Rush for Thunderbirds**  
More than 3500 orders have been received by dealers for Ford's new personal car, the Thunderbird. L. W. Smead, Ford Division general sales manager, announced yesterday. Most of the orders received by Oct. 30 should be filled before the end of the year, he said.

Thunderbirds are being produced at Ford Division's Dearborn assembly plant.

Base price of the new car is \$2695 FOB Detroit. It has 138 horsepower with Fordomatic drive and 193 horsepower with standard or overdrive transmission.

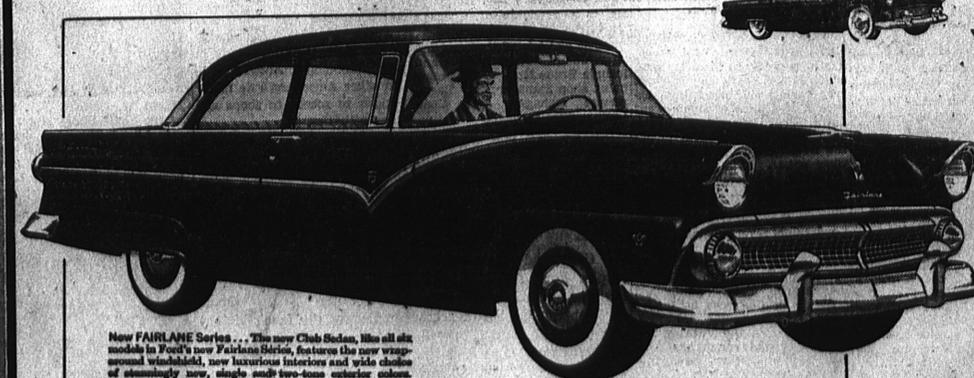
**Keep a Good Light On Your Dash Board**  
The habit of failing to replace the dash light bulb with a new one if the old bulb has burned out is likely to result in serious trouble for the driver, warns the National Automobile Club. When driving in the dark the operator is in the dark as to the exact speed he is traveling. He is likely to drive his headlights with- out knowing it, which means that he may be held up for speeding or caught in an accident. Besides, the ammeter or the oil pressure gauge, could be registering various kinds of trouble and he would never know it until stranded.

**OIL PRODUCERS**  
More than one-half of the oil wells drilled in the U.S. are still producing.

**YES! STILL CONTINUING TO GIVE THE HIGHEST TRADE-IN ALLOWANCE FOR YOUR CAR, MAKES IT POSSIBLE FOR THE CUSTOMER TO MAKE YOUR DREAM OF OWNING A BRAND NEW '55 FORD COME TRUE!**

# OSCAR MAPLES fastest growing FORD dealer Introduces . . . THE TOTALLY NEW '55 FORD

with styling inspired by the Ford THUNDERBIRD



New FAIRLANE Series . . . The new Club Sedan, like all six models in Ford's new Fairlane Series, features the new wrap-around windshield, new luxurious interiors and wide choice of stunningly new, single and two-tone exterior colors.

**OTHER MODELS WILL BE SHOWN AT THE TORRANCE AUTO SHOW DEC. 2, 3, 4 IN THE CIVIC AUDITORIUM**

**OSCAR MAPLES**  
YOUR FRIENDLY FORD DEALER  
1240 CABRILLO AVE. TORRANCE